

Deliverable 8.6 Dissemination and Communication Report (year 2) and Updated Strategy Plan (year 3)

31/01/2022

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DOCUMENT

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Executive Summary

This document highlights the dissemination activities of the PERSIST project that were carried out during Year 2 (M13-M24). An updated strategy plan for Year 3 (M25-M38) is given. The dissemination and communication activities have mostly focused on participating in events, where the project could be presented, publications and various online and digital dissemination activities.

Due to the COVID-19 pandemic, most of the events, on which project PERSIST was supposed to be presented, were either cancelled or rescheduled. As a mitigation, we adapted by exploring virtual events and online activities.

The online presence and 'online' dissemination effort of the project has been quite a success. The project's website has been up and running and it's generating a regular traffic of unique visitors. In addition to the website, the project was able to establish a presence in other online outlets, including social media (Facebook, Twitter, LinkedIn), Academia research portals (Research Gate) and video sharing (YouTube). Up to this point the stakeholders engaged online in PERSIST amount up to approximately 4700 people, and the process of identifying stakeholders is still ongoing.

What is more, the project's consortium has made efforts to make PERSIST as visible as possible, by publishing newsletters and press releases, in order to reach out to the wider audience. To mitigate the impact of the dynamic situation we have also contacted major European representative organisations as third parties contributing to our dissemination effort among primary stakeholder, patients and survivors, and are finalizing the collaboration agreement. We have a set agreement in place, with Digestive Cancers Europe to be an active partner in all our dissemination activities, including event participation and representation.

Overall, the dissemination and communication activities can be summarized as: 13 participations on events, 6 workshops, 3 newsletters, 3 press releases, flyers, 2 communications campaigns, 10 scientific publications and 22 media reflections.

The repository of all activities is the project's website, where all the project's relevant information can be found, and the various stakeholders can learn more for the project and subscribe for the newsletter.

Introduction

1. About project PERSIST

PERSIST is a support system for decision-making of clinicians to improve the quality of life for cancer survivors with IA and Big Data technologies. It is focused on patients who have survived breast and colorectal cancer. However, in the future, it could extend to patients with other types of cancer and variation of diseases.

The complete PERSIST system will incorporate, on one hand, a clinical decision support system, based on new models of health data analysis and on the other hand, a mHealth system for the remote and personalized monitoring of each patient. In addition, a Big Data platform that integrates the two previous systems will connect to the Electronic Health Records (EHRs) of any hospital.

The project contemplates the validation through a transnational pilot with more than 150 patients and 32 health professionals from 4 different countries, which will be decisive to establish a co-creation methodology that covers from the initial phases of the project until its conclusion.

The project developments and results will benefit citizens (especially those who have suffered cancer) through:

- Personalized recommendation for a higher quality of care plans to shorten the recovery period and mitigate negative effect of the treatments
- Providing more effective strategies for lifestyle changes and return on the labour market
- Improving the forecast of their illness, by predicting individual patients' trajectories
- Facilitating timely medical interventions, early detection and improving patient counselling

2. About Deliverable 8.6

This report describes the work carried out in WP 8 “Awareness raising activities and business development”, during the second year (Year 2) of the PERSIST project. The efforts of the consortium will be presented. All the dissemination and communication activities that were conducted within the second year will be mentioned, such as the identification of the key stakeholders and the contact the consortium held with them, all the liaison activities and initiatives that took place during the second year, the collaboration with other projects and organizations, the participation in conferences and workshops.

Deliverable 8.6 concerns all dissemination and communication activities that will be conducted during the project's life cycle to spread its results to the various stakeholders, based on the predefined Awareness, Communication and Marketing Strategy Plan (Task 8.1) and the Scientific dissemination (task 8.2). WP8, in general, is a horizontal component among the rest of the project work packages and its main goal is to supervise the integrity and consistency of all the dissemination activities. A thorough presentation of all the dissemination and communication activities that took place during the last year are presented in the sections below.

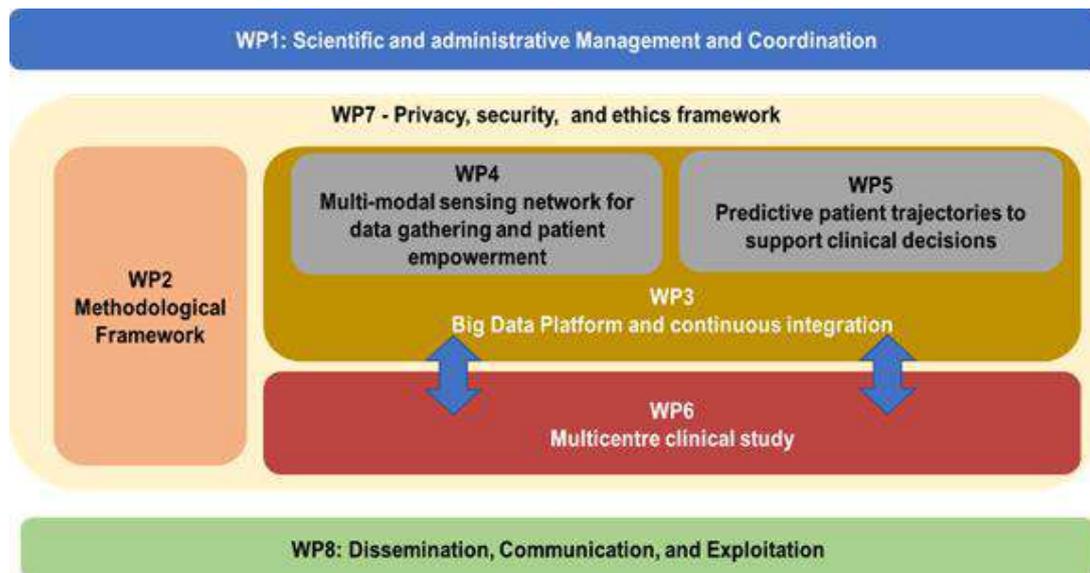


Figure 1. WP relations diagram

This document is structured in 4 major chapters:

Following **Chapter I**, which includes information about project PERSIST and insights about the purpose of this document and its relation to other work packages, **Chapter II** presents an overview of the dissemination and communication strategy plan, as it has been predefined, **Chapter III** focuses on the activities that took place during the second year of the PERSIST project, whereas it also presents how the consortium is contributing to the activities. In **Chapter IV**, the updated strategy plan for the third year of the project is presented. Finally, in **Chapter V** some conclusions regarding the dissemination and communication strategy are given.

Dissemination Strategy Plan Overview

Stakeholder engagement is of great value for achieving the goals set by PERSIST. The Consortium has followed a series of dedicated activities, which were outlined in the D8.1 Awareness, Communication and Marketing Strategy Plan and updated in D8.5 Dissemination and communication report year 1 and updated strategy plan for year 2, in order to disseminate the projects' progress, communicate results and spread the knowledge to all stakeholders, and more importantly to get feedback from them. The goal of this section is to present an overview of the dissemination plan as it was depicted at the beginning of the project and to report on the dissemination activities that have already been performed during the second year (M13 to M24), as well as provide information on the strategy plan that will be followed during the next year of the project (M25 to M38).

1. Dissemination strategy overview

PERSIST's dissemination and communication strategy has been defined and continuously updated and a comprehensive plan has also been drafted and adapted, in which all necessary activities to be conducted have been outlined, along with a set criterion. Particularly, the dissemination and communication strategy aim to support the engagement of key stakeholders in PERSIST and within its main priorities being promote the project, raise awareness, knowledge diffusion and dissemination. PERSIST partners have been assigned precise roles and responsibilities, in order to ensure that the initial strategy has been successfully implemented.

The stakeholders that were needed to be identified and engaged so that the PERSIST community can be active, have to be representatives of patient associations, academic communities, healthcare providers, policy makers, and the health tech industry. In order for the abovementioned stakeholders to be engaged, the consortium partners had to present the project's objectives on events, such as conferences (*online and in person*), public sector and industry events (*online and in person*), academic and research events (*online and in person*), and seminars, as well as to organise project specific events. Furthermore, relevant materials have been produced, like branded materials, project presentations, newsletters, press releases, leaflets, posters, banners, information campaigns, videos etc. so that the project's graphical identity can be improved, and its main messages can be conveyed to the wider audience. Publications in both scientific journals and in newsletters, booklets or any other channel that is deemed relevant by the consortium members, have been or will be prepared, for the dissemination of the project's objectives and results. In addition, a number of electronic and web dissemination channels are managed, including the project website, its collaboration portal (*Google Drive*) and social media accounts. Finally, appropriate liaison activities have been and are planned to be implemented in collaboration with other relevant projects and adjacent communities. All of the above-mentioned activities have been or are to be launched in a manner, in order for the appropriate audiences to be reached and the anticipated impact to be achieved.

2. Dissemination activities in Year 2

In this subsection, a concise description of the dissemination activities, as they have taken place so far, is given. Initially, the essential tools of the project are described, like – videos, promotional materials, along with printed and digital materials, etc. All material produced during the second year of the PERSIST project are outlined. Afterwards, information regarding the website and its enrichment during the past year is presented. Finally, some data regarding all events and publications that took place throughout the year is provided.

In general, all the members of the consortium tried to make the project as visible as possible via as many channels as possible. For instance, all members are distributing the quarterly produced Newsletter of the project, through their own channels and contacts. All relevant events are also communicated through the partners' channels. Also, the project has been promoted through the European Patients' Forum (EPF) and the National Patients' Organization (NPO) contacts and associated organizations, which sums up over 200 patient organizations, thus being a pole of attraction to anyone interested in PERSIST's initiatives.

It is important to note that, all materials and graphical pieces produced can be found in the always PERSIST repository (and accessible to all consortium partners), which are all concisely presented in the following sections of this deliverable.



Description of WP8 Activities

During the first year of project PERSIST a set of tools, methodologies and communication actions addressing the external audience have been thoroughly selected and tailored to the context, considering the existence of a main objective, and multiple secondary goals specifically defined according to different local, national and European levels, diversity of targets or the level of interaction sought:

- PERSIST Developed and gathered materials
- PERSIST Video materials
- PERSIST Visual identity upgrade
- PERSIST Website and Social media accounts
- PERSIST Meeting, events and publications
- PERSIST Overview

A set of different reports are envisaged in T8.1 and T8.2 that summarizes the work done in terms of communication and dissemination activities. Those are:

DELIVERABLE	DELIVERABLE TITLE	DUE DATE	TYPE
D8.1	Awareness, Communication and Marketing Strategy Plan	M3	Public Report
D8.2	PERSIST project Online/ Digital Presence	M3	Public Report
D8.5	Dissemination and communication report year 1 and updated strategy plan for year 2	M12	Public Report
D8.6	Dissemination and communication report year 2 and updated strategy plan for year 3	M24	Public Report
D8.7	Dissemination and communication report year 3	M38	Public Report

Table 1: Deliverables

Based on the above mentioned, the following materials have been produced during the second year of the project, in accordance with the project outline and the first draft of the communication strategy.

1. Developed and gathered materials

1.1. Branding

A specific project logo has been developed for project identity. The logo is and will be included in all the projects' promotional materials, including the factsheet, templates, social networks, website, infrastructure, videos, documents and other relevant materials. Therefore, all consortium partners are making the project and PERSIST's logo as visible as possible. The logo and the project's information are presented on all infrastructure used in PERSIST and/or purchased with the purposes of the project. An example of this are all Smart bracelets and mobile devices given to the patients included in the pilot of the project.



Figure 2: PERSIST patient infrastructure with logo

1.2. Phone conducted questionnaires

During the COVID-19 crisis in Bulgaria, NPO launched a hotline in support for patients with chronic diseases. On this line are also consulted patients with oncological diseases, as they are among the risk groups in the current pandemic state. Therefore, we considered how to leverage this situation and exploit it in context of PERSIST. All specialists, who are consulting the cancer survivors on the phone line, are medical doctors from the oncological sectors. The objective was, after every consultation of patients with colon and breast cancer, the doctors to conduct a short survey. The data gathered will give us first-hand feedback from cancer patients and their attitude towards using a personalized, patient-centred mHealth application, which is tailored to their specific needs. In total, during the period, in which we launched the phone questionnaire, the medical specialists managed to ask 443 cancer patients four short questions and mark down their answers. All questionnaires were anonymous and were under the format of closed questions to be answered with YES or NO. The forms contain answers to the following information:

- Cancer patient / Cancer survivor
- Are you using mobile device to establish connection with your oncologist/ medical specialist?
- Do you currently use a mobile health application (to follow your condition, diet, activity, etc.)?
- In context of COVID-19, do you feel stronger need and trust of using mobile devices/ apps?
- If personalized mHealth app solution was available to you, will you be willing to use it?

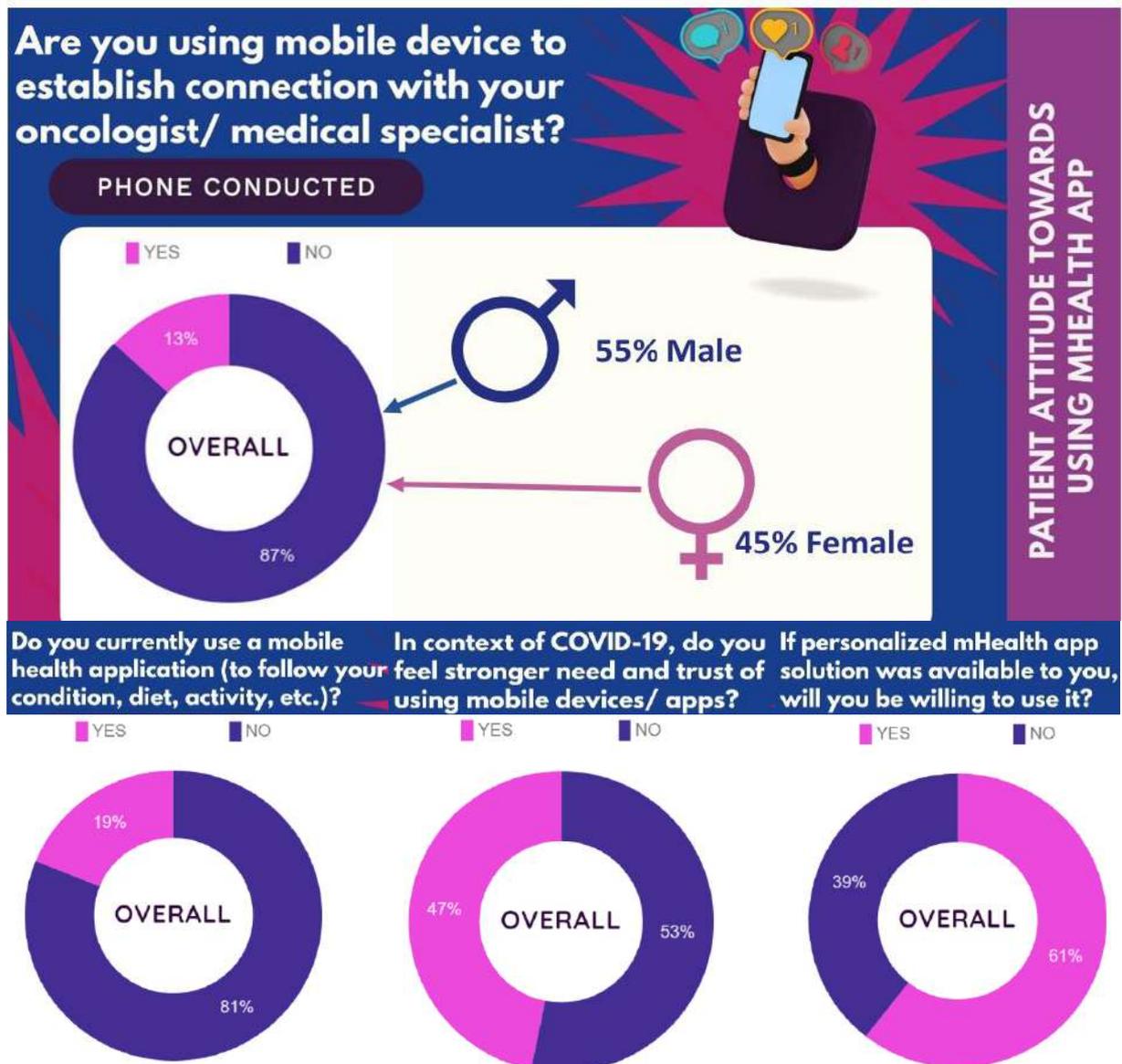


Figure 3: Sample from the phone conducted questionnaires

The gathered information will be used to create statistics out of the collected data, which will contribute with valuable patient insight to other Work Packages and to WP8 Exploitation plan and sustainability of the results of the project.

2. Video materials

Video is a versatile way to produce content that is easily shared across multiple channels. People enjoy watching videos, because they are not only entertaining and engaging, but also easier to digest. Video is so widely accessible to anyone with internet access to watch in a suitable time.

Therefore, the following informational videos were produced for the purposes of project PERSIST. All video materials have been distributed to the consortium partners, in order to be disseminated through their channels of communication.

- PERSIST Patients' bracelet usage videos
- PERSIST Videos from events
- PERSIST General information video

2.1. PERSIST Patients' bracelet usage videos

Following the production of several brochures translated to five PERSIST national languages (English, French, Spanish, Slovenian, Russian and Latvian), which focused on specific elements of the PERSIST mHealth application, series of educational and tutorial videos were produced. The videos were created also in the above mentioned five languages. They were made, by the consortium partners, in clear and understandable for the patients' manner. The main points showcased in the Smart bracelet usage presentation videos are:

- Main functionalities of the bracelets (main screen, daily steps, daily distance, daily calorie, heart rate, blood pressure, blood oxygen, sleep info).
- Detailed instructions on how to use and navigate the main functionalities in a correct manner.
- How to establish a Bluetooth connection between the smart bracelet and the mobile device with PERSIST mHealth application.
- How to properly charge the bracelet via the provided USB charger.

While preparing the videos, special attention has been given to clear and simple explanations, on how the devices should be used, in order to be user-friendly and appropriate for all age groups. This is clearly visible and presented in the following screenshots.

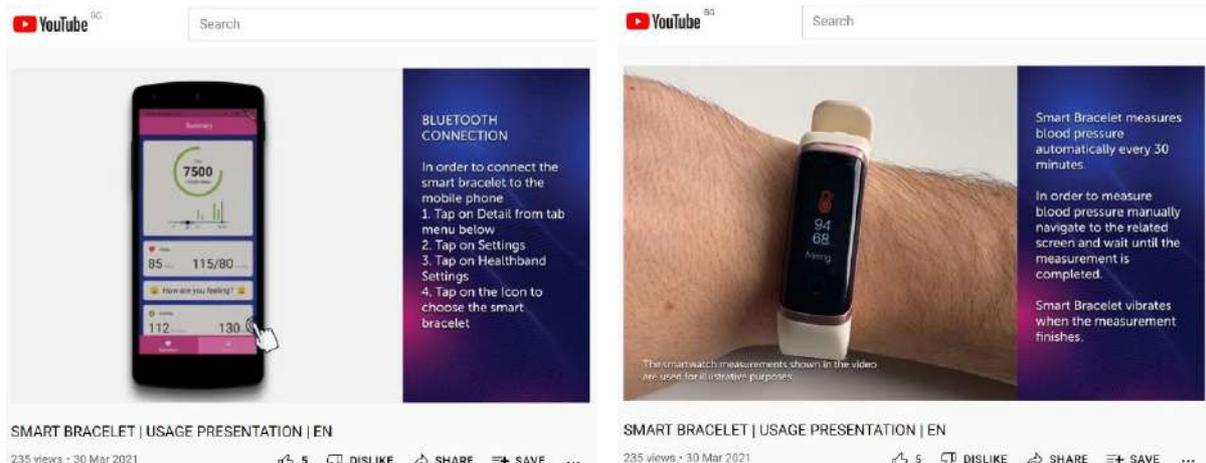


Figure 4: Patients' bracelet usage video screenshot. (English version)

2.2. PERSIST Videos from events

The COVID-19 pandemic has heavily affected not only our everyday lives, but also events worldwide. In order to adapt to the situation and to be in line with all restrictions and healthcare recommendations, we adopted new event delivery models – by either going entirely digital or embracing hybrid digital and in-person solutions. As both mediums include video recording, we have decided to upload all video recordings online (on our YouTube Channel), in order to be available to the wider audience on demand. Therefore, most of our recorded events can be easily accessed and viewed at the same time by people, who could not join the event and by people, who would like to recall on important information and conclusions on PERSIST.

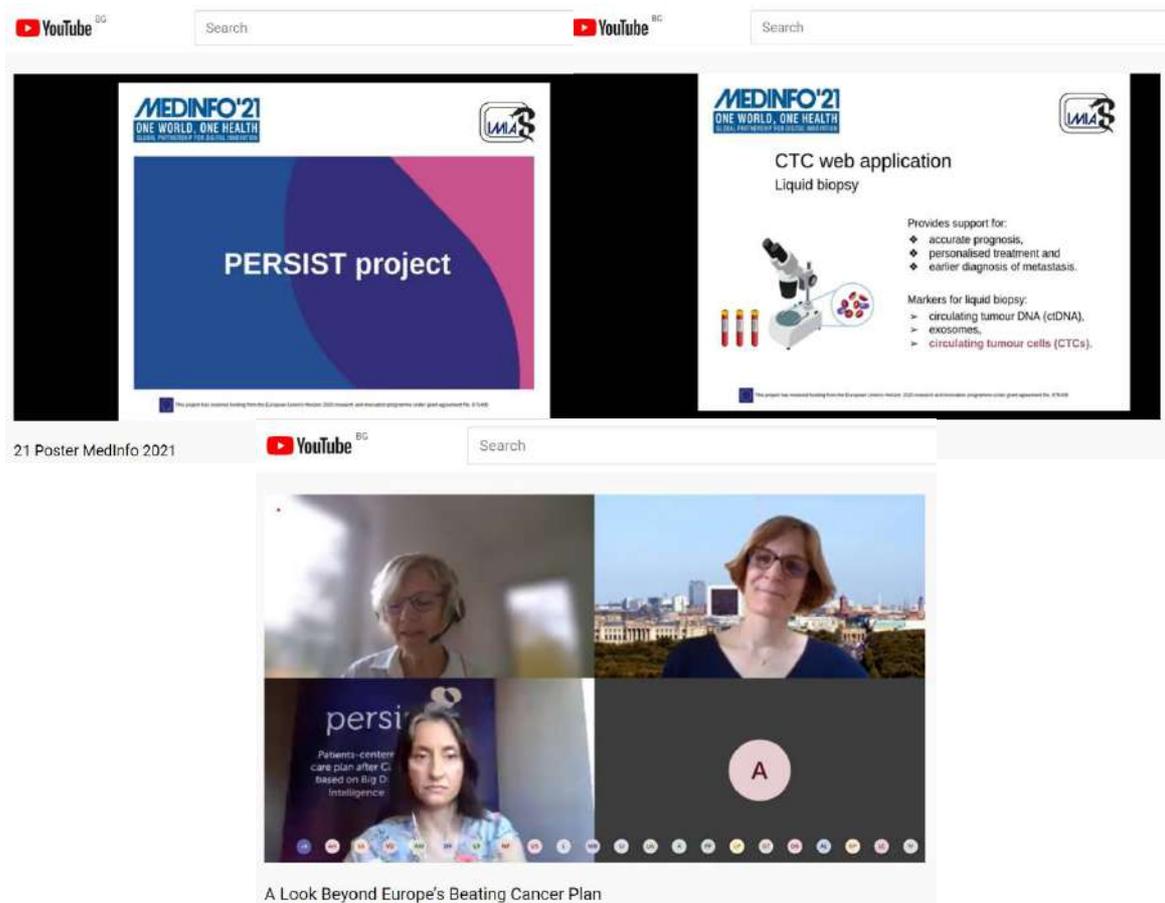


Figure 5: PERSIST Videos from Online events (screenshots).

2.3. PERSIST General information video

The online world has opened simple and impactful ways to showcase various products and services. Amongst the most effective ways nowadays, in order to grab the attention of your target audience is good, animated video. This type of video helps us to highlight key points about PERSIST in a simple and effective manner. Through an animated video is very easy to explain the concept of the project to a large audience and to keep this target audience engaged and interested. Technology made it clear, that there is no limit to the number of audiences you can reach if you use the right tools, one being through video materials.

Everyone resonates with animation in some way or another. Animation videos can be presented in many different places, such as on social media channels, website of the project, YouTube, events, webinars and other relevant. There are a number of reasons why we chose to use animation in our dissemination activities and efforts, but the main ones can be outlined as:

- ✓ It is engaging
- ✓ It is efficient
- ✓ It simplifies concepts
- ✓ Compliments existing materials

- ✓ Visually represent abstract ideas
- ✓ It is suitable for different audiences



Figure 6: PERSIST Information video (screenshots).

3. Visual identity upgrade

3.1. PERSIST Newsletters

Another ongoing activity, included in WP8, is the production and release of a periodic PERSIST Newsletter, that aims to inform about all the relevant activities and results arisen from the project every three months.

PERSIST Newsletters are released via email to the subscribers registered through the registration form to the Newsletter available in the official PERSIST website and through the contacts obtained from each consortium partner.

The platform of the Newsletter has been changed during the year – from being hosted at MailChimp to Sendinblue. All consortium partners agreed that the information from the PERSIST Newsletter is better to be stored on European servers (*Sendinblue*), rather than on U.S.A based servers (*MailChimp*).

The most common news included in the Newsletter are:

- ✓ Past and upcoming PERSIST events.
- ✓ Progress on the project.
- ✓ Information about new publications and information.
- ✓ Blog entry publications.
- ✓ Other relevant news related to PERSIST Project.

NEWS FROM PARTNERS



Will Big Data and personalized medicine do the gender dimension justice?

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Workshop for patients in the University Medical Centre Maribor

[READ MORE](#)



DSPLab Laboratory of University of Maribor introduces first version of embodied conversational intelligence Meet: Eva
The supporter of cancersurvivors in project PERSIST H2020



In the mobile application developed within the scope of the PERSIST H2020 project, we receive health data from the smart bracelet and enable individuals to follow their own health parameters and vital values.
The smart bracelet usage presentation video prepared by Emoda Software was

PERSIST NEWS



PERSIST's Virtual Agent EVA presented at the Program, Council Meeting and Open-Laboratories Day at the University of Maribor

[READ MORE](#)



The web application for CTC counting of PERSIST was presented at MedInfo 2021

[READ MORE](#)

PERSIST NEWS FOR PROFESSIONALS



PERSIST needs to highlight that the system will mainly allow the doctor to provide better care

[READ MORE](#)



A clinician from SERGAS believes that the clinical study brings great opportunities for the patient and the doctors

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SUPPORTERS

The knowledge and expertise of the consortium are strengthened by the support of collaborating entities - companies, universities and organizations, who help the project enlarge its focus and achieve better results



[KNOW MORE](#)

Figure 7: Example screenshots of PERSIST Newsletters

4. PERSIST Website and Social media accounts

4.1. PERSIST Website

One of the most important milestones and channel of communication for the PERSIST project is its website. The website can be found in the following link: <https://projectpersist.com/>

In the website the visitor can find all the materials related to the PERSIST project, consortium contacts, and related news, as well as to subscribe for the project's Newsletter and in this way be part of the PERSIST community. Some new features added to the website during the second year of the project are the Blog posts, Supporters section and the patient and medical interviews. These new additions show a better insight to PERSIST and are contributing in the following way:

- **Blog posts** – are enriching the website with interesting and valuable content provided on a monthly basis from all consortium partners. These articles are written on different topics related with the project.
- **Supporters section** – shows well, which entities outside the consortium, are supporting the project in one way or another. It contributes to even more diverse network and partnership.
- **Patient and medical specialist interviews** – originating straight from the project partners and patients included in the pilot. Exactly these interviews give a more personal touch and show what project PERSIST is all about in a more understandable and easily accessible way.

Therefore, the current website map structure looks in the following way:

- Home/ Main page
- About
- For Patients
- For Professionals
- Supporters
- News
- Blog
- Media
- Contacts
- Social Networks buttons



Blog



January 11, 2022
The Growing Importance of Personal Health Data

[Read more](#)



December 14, 2021
Uncovering the PERSIST project underpinning idea in its current perspective

[Read more](#)



November 11, 2021
Liquid biopsies – new era in cancer diagnosis and monitoring

[Read more](#)

NEWS for PATIENTS:



CANCER SURVIVORSHIP – AI FOR WELL-BEING #CS_AIW

Meeting of Minds 4

How can new technology better support patients?

New technology in Cancer Care: CS_AIW Cluster Meeting of Minds 4

January 24, 2022 | iva@eupatientaccess.eu | [For patients](#)

On February 23-24, the "Cancer Survivorship – AI for Well-being" (CS_AIW) Cluster will hold its 4th Meeting of Minds, the first to be open to the public, as patients and survivors will be part of the audience. In fact, the...

Supporters

 <p>The Belgian Cancer Registry (BCR) collects information regarding new cancer diagnoses in Belgium.</p> <p>Read more</p>	 <p>The Catalan Institute of Oncology (ICO) is a public and metropolitan center for cancer.</p> <p>Read more</p>
 <p>DATAACTIVIST is a cooperative and patient-led company whose mission is to use personal data from used and unused.</p> <p>Read more</p>	 <p>Digestive Cancers Europe (DCE) is the representative voice of digestive cancer patients in the WHO Europe Region.</p> <p>Read more</p>
 <p>European Cancer Patients' Association is a European cancer patients' association based in Milan.</p> <p>Read more</p>	 <p>Family History Academy is an academic non-governmental organization and was established in 2003.</p> <p>Read more</p>
 <p>ethics is a project of the Wageningen University of Life Sciences founded in 2018.</p> <p>Read more</p>	 <p>University of Medicine is a scientific non-governmental organization and was established in 2003.</p> <p>Read more</p>
 <p>The Department of Biomedical Informatics was established in 1985 at the University of Stas.</p> <p>Read more</p>	

Figure 8: New features on PERSIST Website

4.2. Social media accounts

Social media has become a very popular means of disseminating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, and on any digital device. To extend the projects' target audience (especially to involve the great public and not only sector experts) PERSIST is integrating these media tools strategically in the communication activities.

Twitter, LinkedIn, Facebook, YouTube and ResearchGate have been selected as the most appropriate social networks to promote the project achievements, news, and outcomes. NPO, as WP8 leader, acts as moderator of all channels, that means, control and filter inadequate contents and monitor the suitability and relevance of information to be published.



SOCIAL MEDIA	ACCOUNT / PROFILE	LINK	FOLLOWERS
	@PERSIST_H2020	Twitter	78
	PERSIST H2020	LinkedIn	185
	PERSIST.H2020	Facebook	82
	PERSIST H2020	YouTube	25

Table 2: Segmentation of PERSIST external audience

*Please note down, that all figures and numbers shown above are retrieved by December, 2021.

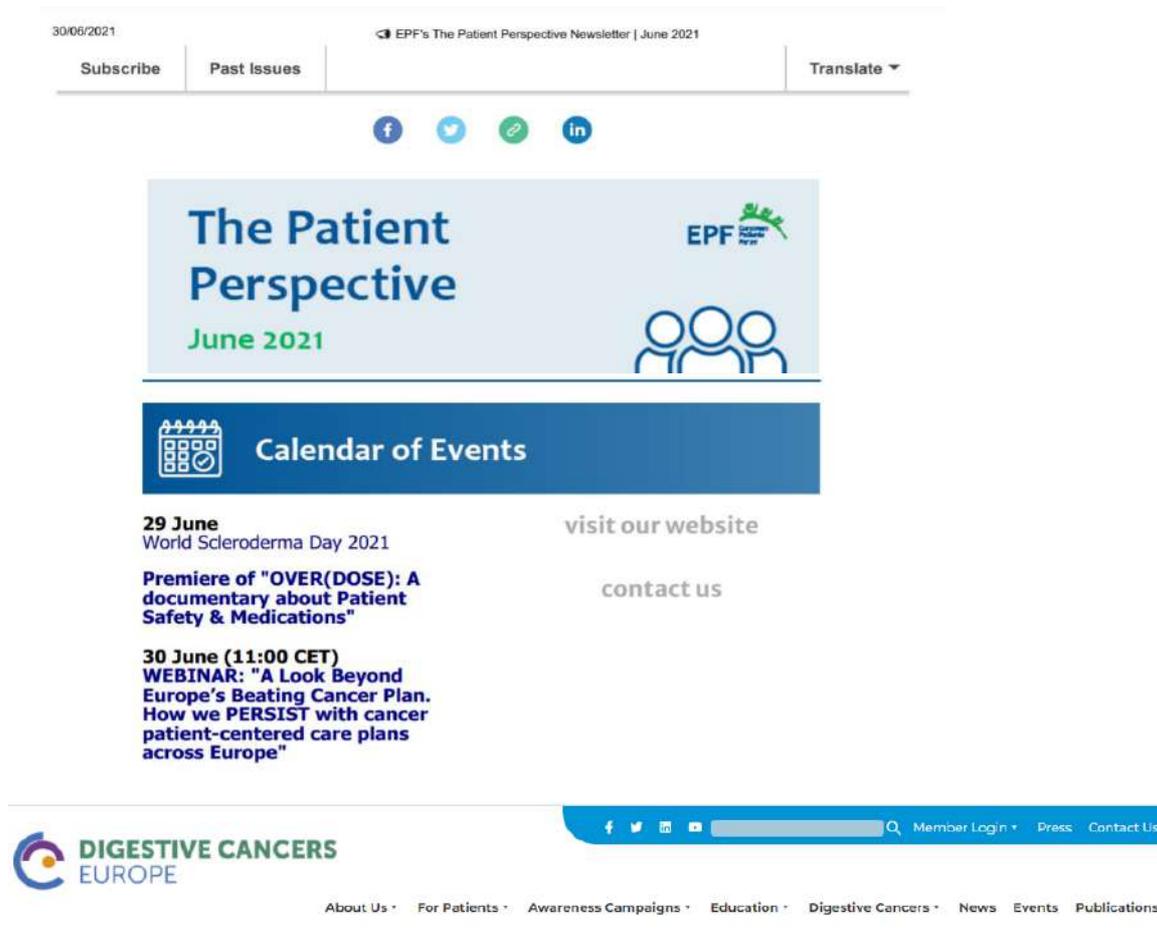
The content chosen to be published on these accounts, throughout the year, has been carefully selected. It covers various areas and different topics, related to the project and its targets and outcomes. In addition, we follow all external and related news, which are cross-posted on the different platforms. It is important to note, that all information given is retrieved from trustworthy sources and it has been validated before published.

4.3. PERSIST Partnerships

During the second year of the project and in accordance with the strategy plan developed during the first year, all consortium partners were aiming at widening the PERSIST partnership network. During 2021 active support was received by the European Patients' Forum (EPF) and Digestive Cancers Europe (DiCE), who contributed towards many PERSIST dissemination activities. They have assisted towards the following activities: forwarding PERSIST related news to their contact network, publishing PERSIST information on their Newsletters and Websites, disseminating information on PERSIST on their events and workshops, assisting with finding appropriate information for patients, distributing the patient survey among members and patients, supporting other communication activities on an ad-hoc basis.

Another action towards a better project visibility has been the joining of PERSIST to the "Cancer Survivorship - AI for Well-being" Cluster. The cluster unites European projects working on the design of smart digital tools, aimed at helping cancer patients and survivors safeguard and improve their Quality of Life. The cluster holds joint initiatives supporting larger dissemination. The first example of such is the event "Meeting of Minds 4" planned for February 2022 where PERSIST will participate together with other EU projects.

Screenshot from some collaboration activities could be seen below:



30/06/2021 EPF's The Patient Perspective Newsletter | June 2021 Translate ▾

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The Patient Perspective

June 2021

EPF 



Calendar of Events



29 June
World Scleroderma Day 2021

Premiere of "OVER(DOSE): A documentary about Patient Safety & Medications"

30 June (11:00 CET)
WEBINAR: "A Look Beyond Europe's Beating Cancer Plan. How we PERSIST with cancer patient-centered care plans across Europe"

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PERSIST

aiming to improve the quality of life for cancer survivors through Artificial Intelligence and Big Data technologies

The PERSIST Project is addressing patients who have survived colorectal and breast cancer. The PERSIST consortium aims to improve the quality of life for cancer survivors through Artificial Intelligence and Big Data technologies.

In care for the patients, PERSIST enables a completer and more frequent update of the survivorship care plans, based on data, which is processed in real-time. This new knowledge (based on wellbeing, biomarkers, health, and social factors) gives a better insight of the individual needs and long-term side effects of the cancer treatment. The team behind PERSIST will gather this information from 160 colorectal and breast cancer survivors throughout the duration of the project.

PERSIST will then use the data, gathered from patients, to create a fully functioning mHealth application. The mHealth application will provide medical specialists and contribute towards delivering better knowledge for improved patient counselling, as well as improvement in patients' follow-up treatment. PERSIST will contribute to create entirely new knowledge and understanding on how patient behaviors and various patient-specific co-morbidities may influence health outcomes. This knowledge will contribute towards:

1. Improving the forecast of their illness; and
2. Facilitating timely medical interventions.

Find out [more about PERSIST](#).

Follow us on social media:

- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)



Filter news

- All News
- News about DICE
- Members News
- Medical News

Categories

- Annual General Meeting
- Best Cancer Plan
- Boating Cancer Plan
- Biomarkers
- Biomarkers
- Cancers
- Cancers Portal
- Clinical Trials
- Colorectal Cancer
- CORDED
- COVID-19
- DICE
- DICE in the Press
- DICE Masterclass
- Dice members
- DICE Survey
- drugs
- ECCAM
- ESMO CI
- EU-Health
- EU Commission
- EU Health Policy Platform
- EU Policy
- events
- Gastric cancer
- Health tips
- Innovative Oncology
- liver cancer
- mCRC
- medical education
- medical news
- multinational pilot use case scenarios

For all CRC Survivors! Please Take Part in Survey for Better Care

January 26, 2021



share 📧 📧 📧

Are you a colon cancer survivor? Would you like to contribute to a collaborative research project that aims at Improving cancer care for cancer survivors? Share your own experience by answering an anonymous quick survey. Your answers will help develop an innovative platform that will support patients' self-care and will identify patient outcomes that require medical intervention. **PERSIST** is a EU Horizon 2020 funded collaborative research project with 13 partners from 10 participant countries. PERSIST will use big data and artificial intelligence to monitor the health status and quality of life of colon and breast cancer survivors.

If you are from the EU and speak one of the languages below, we encourage you to fill in the short online questionnaire for colon and breast cancer survivors:

- Slovenian: <https://www.lka.si/a/276150>
- English: <https://www.lka.si/a/276150?language=2>
- Deutsch: <https://www.lka.si/a/276150?language=5>
- Latvian: <https://www.lka.si/a/276150?language=6>
- Italian: <https://www.lka.si/a/276150?language=8>
- Spanish: <https://www.lka.si/a/276150?language=9>
- Portuguese: <https://www.lka.si/a/276150?language=18>
- Russian: <https://www.lka.si/a/276150?language=11>
- Bulgarian: <https://www.lka.si/a/276150?language=26>

Thank you for your participation and support.

ABOUT PILOTS PARTNERS RESOURCES NEWS 🔍

LifeChamps: A Collective Intelligence Platform to Support Cancer Champions

Genetic oncology, concerned with the diagnosis and treatment of cancer in the elderly, is an important subtopic. Improving outcomes hinges on many different factors, including the quality of services received. The EU-funded LifeChamps project aims to provide support to middle aged and older (pre-trial and trial) cancer patients. It has developed a big data-driven solution with an artificial intelligence (AI) and analytics engine that can offer timely and accurate clinical decision support. Operating on both the cloud and at the mobile edge, this new tool can identify the factors that affect quality of life of a patient. Ultimately, this offers personalised healthcare services as regards symptoms monitoring, treatment and rehabilitation. The project will conduct multinational pilot use case scenarios.

QUALITOP: Monitoring multidimensional aspects of QUALity of Life after cancer Immunotherapy an Open smart digital Platform for personalized prevention and patient management

QUALITOP aims at developing a European immunotherapy-specific open Smart Digital Platform and using big data analysis, artificial intelligence, and simulation modelling approaches. This will enable collecting and aggregating efficiently real-world data to monitor health status and QoL of cancer patients given immunotherapy. Using machine learning approaches, QUALITOP will provide "real-time" recommendations stemming from patient profiles and feedbacks via the Smart Digital Platform. Furthermore, an increased visibility on patients' behaviour, a better IR-AEs prediction, and an improvement of care coordination will help analysing through simulation modelling approaches the gain in cost-effectiveness. Guidelines will be issued over the short and long-term.

CLARIFY: Cancer Long Survivor Artificial Intelligence Follow-up

CLARIFY is an H2020 Research and Innovation Action (RIA). The CLARIFY project proposes to integrate and analyse large volumes of heterogeneous multivariate data to facilitate early discovery of risk factors that may deteriorate a patient condition after the end of oncological treatment. This will effectively help to stratify cancer survivors by risk in order to personalize their follow-up by better assessment of their needs. Big Data and Artificial Intelligence techniques will be used to integrate patients' clinical, genomic and behavioral information with relevant biomedical databases, paving the way towards comprehensive access to actionable knowledge and patients' management algorithms for improving cancer long survivors' quality of life after treatment.

ASCAPE: Artificial Intelligence Supporting Cancer Patients Across Europe

ASCAPE aims at disrupting the "Iron Triangle" of Health Care by developing AI models that will improve the Quality of Life (QoL) of cancer survivors while reducing costs to the healthcare systems and improving access to services. It will do so by collecting data from the patients and their devices directly which leads to more data. In return, increased AI results and care quality, and less administrative effort for collecting data are expected as outcomes. AI model development will also lead to lower cost of care and improving access of care by freeing time and human resources. The data-derived knowledge will be made available to doctors to aid them in their decisions and help provide a better Quality of Life trajectory to their patients.

PERSIST: Patients-centered Survivorship care plan after Cancer treatments based on Big Data and Artificial Intelligence technologies

PERSIST aims to show the potential of big data technology for making fundamental changes in care delivery for cancer survivors. The project is working on advancing the maturity level of existing algorithms that estimate the risk of re-identification in anonymized datasets, contributing to increase the confidence of EU citizens when deciding to contribute their health data for secondary purposes. Also, PERSIST enables a more complete and frequent update of the survivorship care plans, based on the aggregation and processing of real-time proactive data alongside with existing retrospective data. Crucially, PERSIST big data model will contribute to create entirely new knowledge and understanding on how patient behaviours and various patient-specific co-morbidities may influence health outcomes.

Forthcoming activities

Over the course of 2021, the "Cancer Survivorship - AI for Well-being" cluster aims to run two to three more Meeting of Minds events. In addition, it aims to run an industry-focused event to showcase ongoing projects' work and obtain early indicator feedback on it. Furthermore, the cluster intends to strengthen the wider take up and interest in the outcomes of the participating projects. Finally, the "Cancer Survivorship - AI for Well-being" cluster will also explore possibilities for industrial uptake of the projects' outcomes.

We look forward to collaborating throughout this undertaking to amplify our voices and support each other's aims for the benefit and health of EU citizens.

Figure 9: Partners news on PERSIST (screenshots)



4.4. Consortium partner's websites'

Most partners have regular newsletters and regular posts on their own websites and social media accounts. These channels are and will be used further to disseminate the activities of the project regularly. Related posts to PERSIST were published by partners in their native languages on their own webpages, describing the aims, progress, and expected outcomes of the project.



5. Meetings, events and publications

In context of COVID-19 crisis, many of the targeted and identified events were conducted under an online or hybrid medium. Therefore, not all events were attended in person, but rather online. However, as the dynamics of the COVID-19 situation is ongoing, the consortium partners and other organizations are adapting to it and new methods of conducting the events are developed and exploited in a very good manner.

5.1. PERSIST events summary

PERSIST partners collaborated on disseminating PERSIST activities to their national and local audience, taking advantage of the close network they have in their own country.

Networking events at national level is one of the activities to be carried out by national consortia.

Besides the national events organized by the PERSIST consortium, all partners have spent an important part of resources in participating and disseminating PERSIST project results at external third party's events that are addressed to potential PERSIST audience groups and aligned with PERSIST objectives.

The following table summarizes the participation of PERSIST partners in own events or third parties' events:

EVENT NAME	DATE	PLACE / COUNTRY
CANCER SURVIVORSHIP – AI FOR WELL-BEING CLUSTER	08.10.2021	Online
Patient Workshop	08.10.2021	Belgium
Integration workshop with patients	10.05.2021	Slovenia
Workshop 2021 PhD Programme of Information and Communication Technology of the University of Vigo	11.06.2021	Spain
International Congress of Health Sciences (ICHES-IDU 2021)	12-13.11.2021	Turkey
Program Councils Meeting and Open Laboratories Day	13.10.2021	UM FERi, Slovenia
Patient Workshop	14.10.2021	Latvia
The Ark foundation: interview	15.04.2021	Switzerland
Patient Workshop	16.11.2021	Spain
Trilateral meeting	18-21.10.2021	Austria, Slovenia
MedInfo2021	2-4.10.2021	Online
Patient Workshop	20.10.2021	Slovenia
35th Annual Conference of the European Health Psychology Society (EHPS21)	24.08.2021	Online
SMART Confluence ecosystem: health innovation	25.02.2021	Switzerland
Press release	27.05.2021	Spain
II Forum RIS3T	29.11.2021	Spain
A Look Beyond Europe's Beating Cancer Plan. How we PERSIST with cancer patient-centered care plans across Europe	30.06.2021	Online
World XR Forum	31.05.2021	Switzerland
BECA Public Hearing: Beating cancer - empowering patients and their caregivers	11.01.2021	Hybrid (EC and Online)

Table 3: PERSIST events participation in 2021

- Events summary and photos:



PERSIST Technical workshop #3, Maribor, UM FERI, with EMO and SYMP

PUBLIC HEARING
SPECIAL COMMITTEE ON BEATING CANCER
Monday 11.01.2021
13:45-16:15 and 16:45-18:45
ANTALL BUILDING - ROOM 401
AND WITH REMOTE PARTICIPATION

The hearing can be followed online: [Join now](#)




BECA Public Hearing, Beating cancer: empowering patients and their caregivers (online)

Beating cancer: empowering patients and their caregivers

Chaired by **Bartosz Artukowicz**

Speakers:

- Jan GEISLER, Managing director of Fatvocales
- Stanimir HASARDZHIEV, Chairperson of the Bulgarian National Patients' Organization
- Françoise MEUNIER, Vice-President of the Federation of European Academies of Medicines
- Willy PALM, Unit Head, Regional Governance, World Health Organization
- Stefan GUISSELS, CEO of Digestive Cancers Europe
- Matti AAPRO, President of European Cancer Organisation
- Katie RIZVI, Executive Director of Youth Cancer Europe
- Andreas CHARALAMBOUS, President of the European Oncology Nursing Society
- Claire CHAMPEIX, Project Officer, Eurocares
- Niccolò BATTISTI, President-Elect of International Society of Geriatric Oncology

Izmir Demokrasi University International Congress of Health Sciences (ICHES-IDU 2021), Turkey





Group photo from ICHES-IDU 2021



PERSIST: Scientific research, artificial intelligence and technological innovation in European project to improve the lives of cancer patients

13 European hospitals, companies and technology centres working together to develop technology to better support both clinicians and cancer patients



Rome, June 10 2021.



PERSIST Sensing Network For Symptoma Interface And Disease Centric Discourse



PERSIST Workshop presentation





Program Councils Meeting and Open Laboratories Day, Maribor, UM FERi



eHealth cluster CANCER SURVIVORSHIP – AI FOR WELL-BEING

PERSIST Challenges

Cancer survivors complex needs

- Toxicity
- Life style
- Psychological support

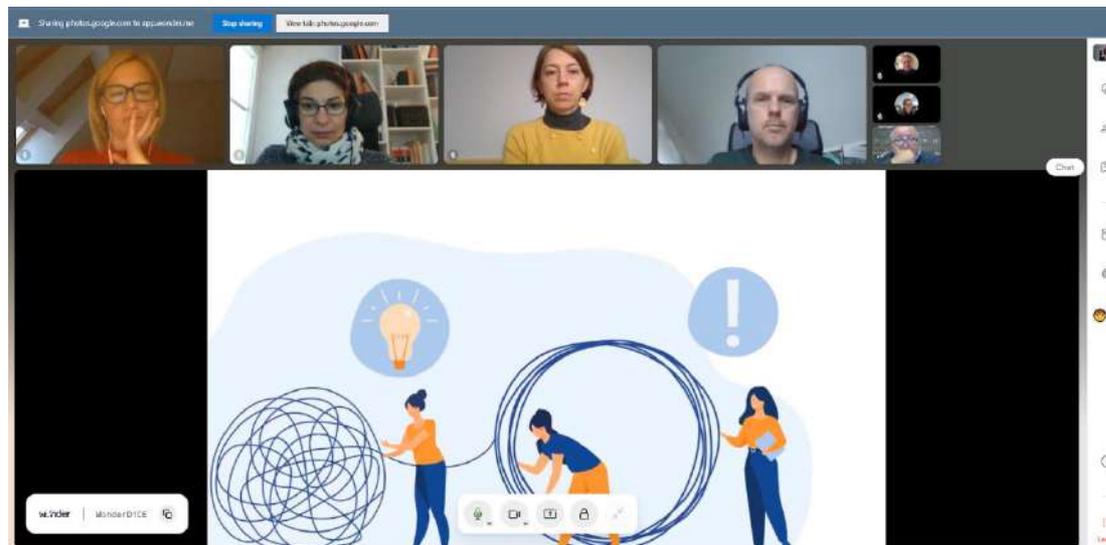
Workshop 2021 PhD UVigo, Spain



Medical Staff Workshop



Patients Workshop



Digestive Cancers Europe's Annual Meeting

5.2. PERSIST Event - A Look Beyond Europe's Beating Cancer Plan

The PERSIST consortium held an online event on June 30th, 2021, to discuss and inform a wide range of stakeholders, regarding technical and medical aspects of the project, along with how it fits with the expectations expressed, both by Europe's Cancer Beating Plan and the future development of projects under the Horizon 2020 framework. Under the skilled moderation of Nicola Bedlington – a special advisor to the European Patients' Forum – members of the consortium presented general information about the project, its technical characteristics and operability, developed from challenge to innovation and the clinical study, which reveals the added value of the project to clinicians and the patient centered aspect of the project.

Annika Nowak, a Policy Officer from DG “Research and Innovation” to the European Commission, presented the basics of Europe's Beating Cancer Plan and its four pillars: (1) prevention; (2) early detection; (3) diagnosis and treatment; and (4) quality of life of cancer patients and survivors. She also paid attention to the proposed Mission on Cancer – one of the five missions under Horizon Europe Research and innovation Programme. “By 2030, more than 3 million lives saved, living longer and better” is the overall goal of the initiative, which aims to ensure equitable access in cancer's prevention, diagnostics and treatment, as well as to work towards support and better quality of life. Annika Nowak stressed upon the importance of initiatives aiming at the smooth transition and returning to work for cancer survivors, as well as at family members' support for cancer patients – both being part of the project PERSIST's mission.

“One of the most innovative features of PERSIST is the creation of patients' engagement mobile application, collecting data from the patients that has not been actively collected before and including data on patient's own perception.”, said Rafael Perez from Dedalus, during his presentation of PERSIST technical characteristics. *“We are always following a patient-centered approach, we need to provide care individualized as much as possible”*. Rafael also pointed out on what PERSIST will offer to clinicians - predicted patients' trajectories, which will help to provide them with targeted and individualized decisions.

Dina Bema from the Institute of Clinical and Preventive Medicine of the University of Latvia explained how the clinical part of PERSIST addresses the unmet needs of cancer patients after their respective treatment. While presenting the current standing of PERSIST multicentre clinical trial and functionalities of the mHeath application, she emphasized that the project could empower patients as the technology could also be used to help find the trustful and useful information for each patient. *“We are also bringing generations closer together as the participants in our clinical trial sometimes involve their children or grandchildren in order to help them with the technology”*, Dina said.

The project coordinator Victoria Cal from GRADIANT, who made a general overview of PERSIST, also explained that in order to keep the patients at the center of attention, the project started with a survey to check how the patients feel, allowing traceability for their unmet needs. *“During the clinical study, our goal is to check that what we are doing is*

indeed what they need.” She gave some examples, on how technologies can address the unmet needs of cancer survivors, but emphasized that what makes PERSIST different and unique is that it also aims at addressing psychological issues.

During the event, a special video statement from MEP Tomislav Sokol (member of the Special Committee on Beating Cancer - BECA) was presented to the audience. In his address to all attendees, he underlined the following: *“It’s important to consolidate and secure a health data sharing infrastructure... Further, increase efficacy in cancer treatment and follow-up by providing prediction from Big data that will support decision making and contribute to optimal treatment decisions and the health status of survivors.”*



Figure 10: Program from the online PERSIST event



Figure 11: Screenshots from the event

5.3. PERSIST media reflections

During the second project years the following media publications have been realised about PERSIST:

PARTNER	MEDIA	COUNTRY	PUBLICATION TITLE
CEL	Cybersecitalia	Italy	IA al servizio dei pazienti oncologici, CyberEthics Lab coinvolta nel progetto Persist
GRAD	LA VOZ DE GALICIA	Spain	Un móvil con tecnología gallega para ayudar a detectar metástasis en pacientes que superaron un cáncer

GRAD	LA VOZ DE GALICIA	Spain	Un teléfono móvil ayudará a detectar metástasis en pacientes que superaron un cáncer
GRAD	CADENA SER	Spain	Cuarenta pacientes del CHUO participarán en un estudio pionero sobre el seguimiento en oncología
GRAD	LA REGIÓN	Spain	Tecnología y medicina, unidas en el seguimiento de pacientes recuperados de cáncer
GRAD	TVG	Spain	Un móvil con tecnología galega para loitar contra o cancro
GRAD	COPE RADIO	Spain	El CHUO se une a un proyecto europeo para el seguimiento de los pacientes recuperados de cáncer
GRAD	QUINCE MIL	Spain	La gallega Gradient inicia ensayos de un sistema de Big Data para supervivientes de cáncer
GRAD	LA VOZ DE GALICIA	Spain	El CHUO participa en un proyecto pionero para anticiparse a posibles recaídas por cáncer
GRAD	EFE SALUD	Spain	El CHUO participa en un proyecto pionero para anticiparse a posibles recaídas por cáncer
SERGAS	https://www.laregion.es/	Spain	El CHUO, único hospital español que participa en un proyecto europeo sobre el cáncer
SERGAS	https://www.lavozdegalicia.es/	Spain	El CHUO participa en un proyecto tecnológico pionero para anticiparse ante posibles recaídas por cáncer
SERGAS	https://www.farodevigo.es/	Spain	La Inteligencia Artificial monitorizará la salud de 'supervivientes' de cáncer de Ourense
University of Latvia	medicine.lv	Latvia	Informēs par vēža pētniecību un pacientu pēcaprūpes nodrošināšanu
University of Latvia	Medikamentu informācijas centrs	Latvia	Informēs par vēža pētniecību un pacientu pēcaprūpes nodrošināšanu
University of Latvia	Radio NABA	Latvia	Dienas apskats. Informēs par vēža pētniecību un pacientu pēcaprūpes nodrošināšanu
University of Latvia	LETA	Latvia	Ielūgums uz preses konferenci par vēža

			pētniecību un pacientu pēcaprūpes nodrošināšanu
University of Latvia	LTV home page	Latvia	Intervija ar RAKUS Zinātniskās darbības galveno speciālistu Mārci Leju
University of Latvia	LTV Ziņu Dienests	Latvia	Intervija ar RAKUS Zinātniskās darbības galveno speciālistu Mārci Leju
University of Latvia	LETA	Latvia	Informēs par vēža pētniecību un pacientu pēcaprūpes nodrošināšanu
University of Latvia	nra.lv	Latvia	Svarīgākais 28. oktobrī
University of Latvia	Latvian radio	Latvia	«Подробности» ("Sīkāka informācija") – intervija ar M. Leju

Table 4: PERSIST Media publications in 2021

5.4. PERSIST publications summary

The consortium has carried out 2 joint scientific efforts related to Patient and Expert perspective implemented as online questionnaires. With these two studies, we wanted to investigate the nature of PGHD and Experiences from a clinical and end-user perspective. We have completed the Expert study designed as a 2-round Delphi study and are in the process of evaluating the results and preparation of scientific publications. The overall results are as hypothesized and similar to existing literature; We can exploit standardized PREMs/PROMs for patients' self-reporting, however not all domains of HRQoL are equally important. Moreover, the relevance might also depend on the patient. The results of this study have become a part of T4.3 as a design feature, where clinicians can specify which questionnaires to be given to a specific patient, and in what frequency, as part of the care plan. For the second year of the project, we are also starting the next joint study with the aim to define baselines for the AIs to deliver personalized questionnaires with the minimal inference of the clinicians.

Citations of the publications (scientific, peer-reviewed conferences and journals) made in 2021 are:

- Carnevale A, Tangari EA, Iannone A, Sartini E. Will Big Data and personalized medicine do the gender dimension justice? *AI Soc.* 2021 Jun 1:1-13. doi: 10.1007/s00146-021-01234-9. Epub ahead of print. PMID: 34092931; PMCID: PMC8169394.
- MLAKAR, Izidor, ŠAFRAN, Valentino, HARI, Daniel, ROJC, Matej, ALANKUS, Gazihan, PEREZ, Rafael, ARIOS, Umut. Multilingual conversational systems to drive the collection of patient-reported outcomes and integration into clinical workflows. *Symmetry.* 2021, vol. 13, no. 7, str. 1-19. ISSN 2073-8994. DOI: 10.3390/sym13071187.

- MLAKAR, Izidor, BATOREK, Doroteja, HORVAT, Matej, MOLAN, Maja, RAVNIK, Maja, SMRKE, Urška, et al. Patients-centered SurvivorShIp care plan after Cancer treatments based on Big Data and Artificial Intelligence technologies (PERSIST): a multicenter study protocol to evaluate efficacy of digital tools supporting cancer survivors. BMC medical informatics and decision making. Avg. 2021, vol. 21, str. 1-14. ISSN 1472-6947. <https://bmcmedinformdecismak.biomedcentral.com/track/pdf/10.1186/s12911-021-01603-w.pdf>, DOI: 10.1186/s12911-021-01603-w. [COBISS.SI-ID 73081347]
- MLAKAR, Izidor, MUSIL, Bojan, ROJC, Matej, HORVAT, Matej, RAVNIK, Maja, SMRKE, Urška. Digital intervention for sustainable PROMs/PREMs for personalized care and interventions to increase quality of life for cancer survivors. Philosophical news. [Online ed.]. 22 June 2021, str. 33-49. ISSN 2037-6707. DOI: 10.7413/2039-7194120. [COBISS.SI-ID 80285443]
- SMRKE, Urška, MLAKAR, Izidor, LIN, Simon, MUSIL, Bojan, PLOHL, Nejc. Language, speech, and facial expression features for artificial intelligence–based detection of cancer survivors’ depression: scoping meta-review. JMIR mental health. 2021, vol. 8, no. 12, 11 str. ISSN 2368-7959. DOI: 10.2196/30439. [COBISS.SI-ID 88614147]
- SMRKE, Urška, MLAKAR, Izidor, TEMENT, Sara, LIN, S.-X., DIÉGUEZ, Lorena, CHAVEZ, Marcela, HORVAT, Matjaž, RAVNIK, Maja, ALEKSANDRAVIČA, Ilona, SALGADO FERNÁNDEZ, M. Quality of life dimensions in clinical care of breast cancer survivors : a Delphy study. V: EHPS 2021 : book of abstracts. Galway: EHPS. 2021, str. [244]. ht[COBISS.SI-ID 74183683]
- Daniel Hari, Valentino Šafran, Umut Arioiz, Izidor Mlakar, Matej Rojc, Gazihan Alankus, Rafael Perez Luna, "Multilingual Conversational Systems to Drive the Collection of PROs and Integration into Clinical Workflow", WSEAS Transactions on Biology and Biomedicine, vol. 18, pp. 113-118, 2021
- Lin, Simon. "The Dichotomy Between Data Ownership and Data Utilization: Using Personal Data for the Greater Good." Philosophical News no. 22 (June 2021): 51-64.
- Manzo, G., Calvaresi, D., Jimenez-del-Toro, O., Calbimonte, J. P., & Schumacher, M. (2021). Cohort and Trajectory Analysis in Multi-Agent Support Systems for Cancer Survivors. Journal of Medical Systems, 45(12), 1-10.
- LR Pires, A Carneiro, C Lopes, T Pesqueira, P Piairo and L Diéguez "Optimization of pre analytical conditions for unbiased isolation of Circulating Tumour Cells" EuroNanoForum 5-6 May 2021.
- González-Castro, L., Cal-González, V. M., Del Fiol, G., & López-Nores, M. (2021). CASIDE: A data model for interoperable cancer survivorship information based on FHIR. Journal of biomedical informatics, 124, 103953.
- SMRKE, Urška, MLAKAR, Izidor, TEMENT, Sara, LIN, S.-X., DIÉGUEZ, Lorena, CHAVEZ, Marcela, HORVAT, Matjaž, RAVNIK, Maja, ALEKSANDRAVIČA, Ilona, SALGADO FERNÁNDEZ, M. Quality of life



dimensions in clinical care of breast cancer survivors : a Delphy study. V: EHPS 2021 : book of abstracts. Galway: EHPS, 2021.

- ŠAFRAN, Valentino, HARI, Daniel, ARIOZ, Umut, MLAKAR, Izidor. PERSIST sensing network: a multimodal sensing network architecture for collection of patient-generated health data in the clinical workflow. V: International Conference on Electrical, Computer, Communications and Mechatronics Engineering (ICECCME) : 7.-8. October 2021 : [proceedings]. Piscataway: IEEE, cop. 2021. 6 str. ISBN 978-1-6654-1262-9. DOI: 10.1109/ICECCME52200.2021.9591125.

It is important to note, that partners worked in 2021 on the next papers expected to be published in 2022, which are as follows:

- Cal-González, V. M., González-Castro, L. Interoperable medical web application for CTC counting. MedInfo 2021: IMIA's World Congress: 2-4 October [proceedings]. Expected publication in mid-February
- Izidor Mlakar (UM): Towards Multimodal Literacy Through Understanding Conversational Interaction in Multiparty Spontaneous Conversations – the EVA Corpus, Language Resources and Evaluation, Submitted on 13.01.2201, 2nd revision due March
- Izidor (UM) Mlakar, PERSIST Consortium: Establishing an expert consensus on key indicators of quality of life among breast cancer survivors: a modified Delphi study, Journal of Translational Medicine, Submitted on December 23 2021, under review.



5.5. Overview of 2021 in numbers

DISSEMINATION ACTIVITIES:	
<i>Press releases</i>	3
<i>Non-scientific and non-peer-reviewed publications (Newsletter)</i>	3
<i>Flyers</i>	2
<i>Social media</i>	5
<i>Website</i>	1
<i>Media publications / campaigns</i>	22
<i>Scientific, peer-reviewed publications</i>	10
<i>Participation to conferences</i>	13
<i>Participation to workshops</i>	6
<i>Participation to other events</i>	1
<i>Video/Film</i>	10

In accordance with D8.5 Dissemination and Communication Report (year 1) and Updated Strategy Plan (year 2), and as outlined in the summary of targeted numbers and key point indicators for the second year (M13-M24), we can say that all KPIs set were accomplished:

ACTION SET	KPIs FOR 2021	ACCOMPLISHED
Press publications	8	✓
Journal publications	4	✓
Dedicated PERSIST event	1	✓
Dedicated PERSIST workshop	1	✓
Newsletter	4	3
Joint activities	4	✓
Online engagement	3000	✓
External newsletters	4	✓
Website blog	12	✓
Phoneline questionnaires	500	✓

Table 5: KPIs set in D8.5 and their status

Updated strategy plan for Year 3

The PERSIST dissemination and communication strategy has so far proven sufficient, as it can be observed from the sections above. The consortium has decided on making some improvements to further widen the outreach of the project. Based on the experience gained during the past two years of communication and dissemination activities, the consortium has decided to include new strategic goals and targets to be achieved during the third year of the project. Some of the new strategic points include, but are not limited, to:

1. Large scale communication campaigns
 - Develop large scale campaigns on targeted and significant days, through the production of series of banners, videos and interviews. The medias listed will include quotations, consortium partners personal thought on the project, patient interviews and feedback, useful information for patients and medical professionals and other relevant.
 - Some of the campaigns are targeted to be launched on World Cancer Day, World Colorectal Cancer Day, Breast Cancer Day and other globally significant events.
 - Expected outcomes:
 - ✓ 20 unique postings during the whole month around the key event (per event).
 - ✓ Increase the number of followers on every social media channel of PERSIST, through engaging content.
 - ✓ Give more personal touch to the project and its aims.

2. Synergies with other patient and health organizations
 - In order to widen the scope of the dissemination and communication activities, the consortium partners will seek to further its network among patient and health organizations. This will help us to further spread the news on the project PERSIST and collaborate on upcoming events. During the third year of the project, we will aim to publish updates and news, regarding PERSIST through various of new channels, including partner Newsletters, websites, social media channels and other at disposal.
 - Expected outcomes:
 - ✓ Get 4 publications in external Newsletters about project PERSIST
 - ✓ Participation on 2 events, jointly with other patient organizations

3. Wider media attention and outreach on PERSIST event
 - In order to expand the outreach of PERSIST in the media space, we are planning on collaborating with big media and trustworthy organization (eg. Euractiv), which is well known and experienced in the medical and IT fields. Such synergy will give us the opportunity to raise awareness of the topical issue of cancer with wide coverage, better resources and wider contacts. In this way we will make sure that all content and conduction on the event will be made in a reliable manner and various speakers and invited guests will be chosen appropriately and will be from various related fields.

→ Expected outcomes:

- ✓ Organize 1 PERSIST event in collaboration with well-known European media
- ✓ Give more media attention to project PERSIST
- ✓ Produce and disseminate 2 interviews
- ✓ Expand the PERSIST stakeholder and contact list
- ✓ Multilateral discussions regarding joint point publications on PERSIST topics such as: real world data in survivorship care, mHealth app and user experience, PERSIST data and European Health Data Space, etc.

Summary of targeted numbers and key point indicators (KPIs) for the third year (M25-M38) is as follows:

ACTION	TARGET	AUDIENCE	ADDITIONAL INFORMATION
Press publications	8	General public	Within Europe
Communication campaigns	3	General public	Published around cancer significant events and days
Journal publications	4	Scientific community	In various scientific titles and mediums
Dedicated PERSIST events	2	Various	Ranging from large scale to webinars
Dedicated PERSIST workshop	1	Various	For patients and professionals
Newsletter	4	General community	Published quarterly throughout the year
Joint activities	2	Patients	In cooperation with relevant partners/organizations
Interviews	2	General community	In cooperation and with media distribution
Online engagement	3000	General community	Generate traffic through new instruments and engaging publications
External newsletters	4	Patients	Publication of PERSIST in newsletters outside the consortium partners' communication channels
Website blog	12	Various	One blog publication per month

Table 6: KPIs estimation for last year of the project

Conclusions

The overall balance regarding the dissemination efforts accomplished during the second year of PERSIST is rather positive, as almost all goals set out for the year have been accomplished with good results, based on the ongoing and unpredictable COVID-19 situation.

First, with regards to dissemination activities, all major activities proposed in the dissemination plan outlined in D8.1 have been performed, namely:

- Development of understandable dissemination materials
- Academic & Research Events participations
- Publications
- Constant improvement of all communication means

In addition to the above, the electronic means of dissemination for the project (website and social media presence) have been actively up and running, as the consortium believes that Web 2.0 tools can act as a major vessel for further spreading the vision and the developments of the project. For the second year, the utilisation of such tools revealed that PERSIST has built strong online presence with good audience numbers.

As far as the upcoming year of the project is concerned, PERSIST will continue with its strong focus on disseminating project results through research, academic and related events. A large number of candidate events for dissemination and/or publications have been reported by consortium partners and many more will be identified during the course of the year.

Appendix 1: Consortium partners list

Participant organization name	Short name	Country	Contact person: email
FUNDACIÓN CENTRO TECNOLÓGICO DE TELECOMUNICACIONES DE GALICIA	GRAD	Spain	Paula Tosar: ptosar@gradient.org
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